



# WOLVES TALENT

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WOLVES TALENT AGENCY

**Micro-Creators Around The World Telling  
Amazing Stories About Awesome Brands.**

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# Media Kit

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Brief summary of what's inside this **Media Kit**.

 **About WolvesTalent**

 **Why Micro-Creators**

 **Micro Vs. Large**

 **Brand Case Studies**

 **Benefits**

 **Social Stats**

 **Worldwide**

 **Get In Touch**



THE AGENCY

# Wolves Talent Was Founded By Creators With Brands In Mind.

We strive as an Agency to provide brands with the right quality Creators that fit their needs. All of our ambitious content Creators are hand picked for their high-engagement and amazing ability to tell a story.

We take the stress away from searching for the right Creators to and wondering if they are reliable to work with. Most importantly if they are the right fit for you.

[LEARN MORE](#)



**195k**

YouTube

**201k**

Instagram

**10m+**

Total Views



MEET THE FOUNDER  
OF WOLVES TALENT

## **ADAM HORWITZ**

Awarded as the Top 100 Young Entrepreneurs in the United States, Adam has achieved a ton in the Social Media world. Not only starting many companies in this industry but also being a well-followed Creator himself.

**Having many years of experience in taking brands of all sizes to the next level using Social Media.**

WOLVES TALENT

# WHAT ARE MICRO- CREATORS



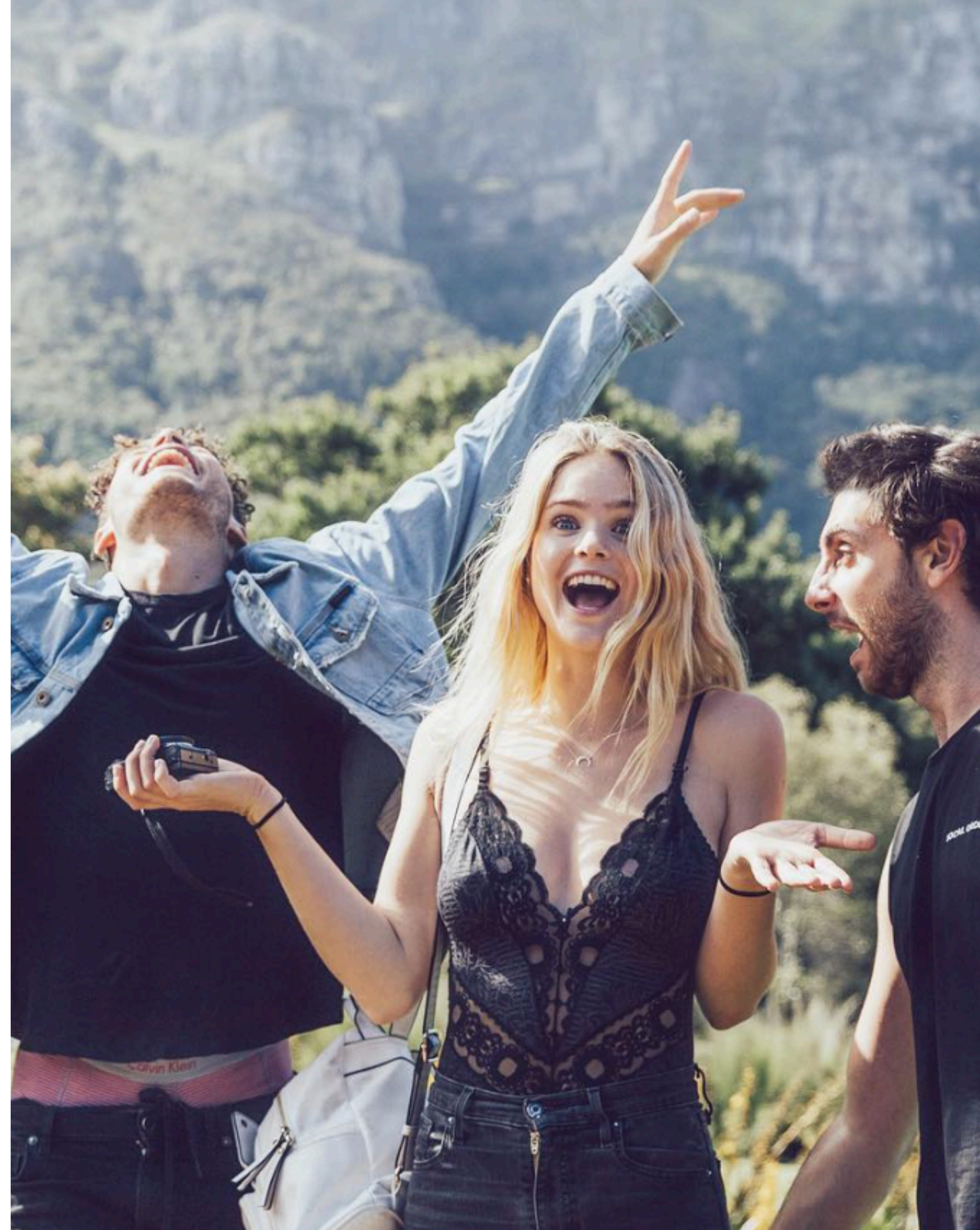
HERE ARE  
THE  
BENEFITS

# The Benefits Of Micro-Creators.

*A Micro-Creator is unlike any other typical Social Media Celebrity, Expert, or Public Figure.*

These Creators are focused on more specialized Demographics. Unlike your traditional large Influencers, Micro-Creators have more active niche-based followers typically in the thousands with much higher engagements.

For example, a gym Influencer might boast millions of followers with 3% engagement and cost \$15,000 for a branded Instagram post. A Gym Micro-Creator may only have only 8,000 followers but their average post receives a healthy 20%+ engagement and cost only \$150. **The typical micro-creators following ranges from 1.5k to 50k followers.**



MICRO-CREATORS

# More Engagement. More Conversions. More Effort.

Our Agency specializes in Micro-Creators. We feel that working with large Creators is becoming saturated and expensive. Focusing on Micro-Creators with high engagement allows us to deliver better results for a portion of the price. Instead of doing a brand deal with one creator at 250k+ followers, we'll bring you 25+ hand picked, niche related Creators for less.

**Stats Don't Lie.**





# The Value Of Micro-Creators

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## MORE TARGETED AUDIENCE

Micro-Creators have more targeted followers compared to larger influencers who have **300,000+ followers**.

Focus on working with 100 Micro-Creators in your niche compared to one celebrity influencer who has a wide demographic with majority of their followers **not interested in the brand**.

**82% of customers surveyed by Experticity** said they would be very likely to follow a recommendation from a Micro-Creator.

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**Higher Conversions.**

## MORE AFFORDABLE

Celebrities & big Influencers can charge up to **\$300,000+ for a post across all their Social Platforms**.

Paying the top 10 Micro-Creators in your niche an **average of \$200 with 1k-20k followers** will have much more of an impact for your brand or product.

**97% of Micro-Creators** charge less than \$500 for an Instagram post.

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**Much Cheaper.**

## MORE AUTHENTIC

**Instagram recently changed their algorithm to mirror Facebook's**. Now, posts from profiles users follow and interact with are shown first, and authentic, quality content is prioritized over promoted content from big brands

**Followers can connect easier with Micro-Creators** compared to high celebrity influencers.

**Micro-Creators behave more genuine with their followers**, by responding back to their comments and having a organic interaction with them

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**Better Relationships.**



# CREATORS AROUND THE WORLD

Bringing you Creators from all around the world. Need to run location based campaigns? No worries, we can also target all the way down to the city.

**120+**  
**Countries**

**6,493+**  
**Creators**

W H Y   W O R K   W I T H   W O L V E S   T A L E N T

# The Benefits.

Targeting Celebrities and big Influencers for brand deals can really take a toll on your budget as users with more than 300,000+ followers come with a large price tags.

**A more cost-effective approach is to concentrate on Micro-Creators.**

Wolves Talent hand picks the best Micro-Creators to represent and work with the right brands. Our Creators don't only have followers but the ability to tell unique stories about amazing brands.

*The advertising world is changing.*

All generations are using social media and spending around 1/3 of their day on it.

TV and newspapers are becoming a thing of the past and the newer generations look to recommendations through Influencers on what to buy.

With Generation Z as the newest generation to be an active consumer they are spending the most time on digital platforms and interacting with each other over social media.

By engaging Micro-Creators, you're not only leveraging the level of trust of their followers, you're also on track to generating high-quality, original content for your brand.

**Micro-influencers have an authentic voice and create content based on their unique styles and genuine opinions that help create buzz & conversions surrounding brand products and services.**



# Micro-Creator Stats.

82% OF PEOPLE WHO  
RECEIVE A RECOMMENDATION  
FROM A MICRO-CREATOR  
PURCHASE.

- EXPERTICITY

- ▶ 70% of consumers consult social media before purchasing something.
- ♥ Micro-Creators having 22.2 times more buying conversion compared to large Influencers.
- ⊗ 94% of consumers believe Micro-Creators are More trustworthy than large Influencers.





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ARE LARGE  
INFLUENCERS  
WORTH IT?

# Our Thoughts.

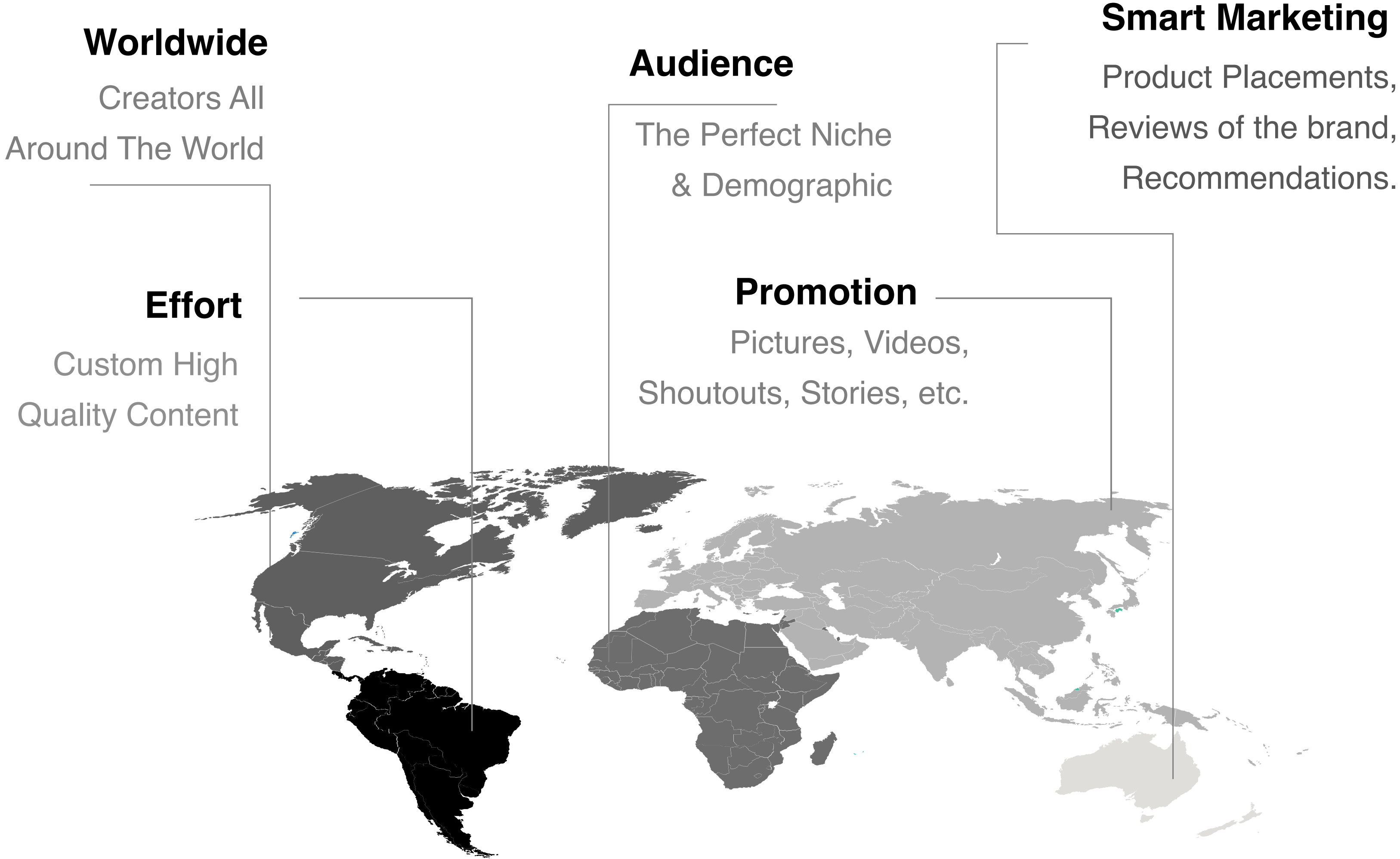
Large Influencer post Sponsored content all the time making their followers less likely to convert and take action the next time.

Large Influencers brand deals feel less authentic. A low percentage of their followers are mostly likely actually interested in that specific product.

**With less a of budget, brands can collaborate with 20+ “Micro-Creators” to reaching the exact niche demographic seeing higher engagement, better conversions, and more unique content .**

# The Perfect Micro-Creators For Your Brand

WolvesTalent matches you with niche based, high engaged Creators from around the world.



# Get In Touch

Are you interested in working with **Wolves Talent**?

610 297 0835

**Contact us to  
work  
together.**

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**Sean Kloss**  
Brand Management

